



# Use of social networking sites (SNS) by selected library and information science professionals in Pondicherry region – a study

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## General Note



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## ABSTRACT

The paper explores the result of a survey based on Use of Social Networking Sites (SNS) by selected library and information science professionals in Pondicherry region – A study. Totally 55 library professionals were surveyed with the help of a structured questionnaire and 49 (89%) respondents were filled the questionnaire. The results of this study are which aimed to find out the usage of social networking sites for library professionals in Pondicherry region. The results of the study shows Facebook was the most popular SNSs used 44 (89.7%) by library professionals in Pondicherry region and 26 (56.6%) respondents were using the Facebook daily. 44 (89.8%) respondents were agreeing with these social networking sites provides information to library professionals to promote themselves and their activities. The study found that the majority of the respondents to be aware and making use of such applications in their research work.

**Keywords:** Social Networking Sites, Facebook, Twitter, Google Plus, Research Gate

## 1. INTRODUCTION

The attractiveness of social networking sites (SNSs) has extended to almost all professionals in numerous human organizations including the library. Social networking sites are used by the hundreds of millions of people around this world. Library professionals as a result of this development are now making use of these sites to connect to other libraries and library professionals both within and outside their environment. However, it is observed that the use and benefits derived from social networking sites by library professionals. Totally 55 library professionals were surveyed in Pondicherry region with the help of a structured questionnaire and 49 (89%) respondents were filled the questionnaire. Five research questions were raised and answered by this study.

### Objectives of the Study

The specific objectives of the study were;

1. To find out the role of Social Networking Sites in creating awareness among the library and information science professionals in Pondicherry region.
2. To find out the most popular social networking sites of among LIS professionals.
3. To find out the frequency of use of Social Networking Sites.
4. To know the purpose of using Social Networking Sites by LIS professionals.

## 2. METHODOLOGY

A structured questionnaire was designed by Google forms through online. The questionnaires were distributed to the library and information science professionals through E-Mail. Total 55 questionnaires were distributed among library professionals in Pondicherry region. Out of which 49 (89%) respondents filled the questionnaires to the investigator. Following collected data were analyzed, classified and presented in the tables.

## 3. DATA ANALYSIS

On the basis of the questionnaire the data has been analyzed and tabulated. For the data analysis percentage techniques have been adopted. The analysis of collected data has been tabulated and presented in the tabular format in this paper. 55 questionnaires were distributed to the library professionals and 49 (89%) responded were filled the questionnaire.

### Gender – wise Distribution

The author classified the respondents gender-wise for a difference of opinions of male to those female respondents. The data thus collected were scrutinized and given in the table 1.

**Table 1** Gender-wise distribution of respondents

S.NO	Gender	No of respondents	Percentage
1	Male	37	75.5
2	Female	12	24.5
	<b>Total</b>	<b>49</b>	<b>100</b>

Source: Primary Data

Table 1 show that out of 49 respondents 37 (75.5%) were male and 12 respondents (24.5%) were female. Most of the respondents are male 37 (75.5 %) and only 12 (24.5 %) of them were female respondents.

### Age – wise Distribution

The respondents from four different age groups like 20-30 years old, 31-40 years old, 41-50 years old and above 50 years old. The collected data were scrutinized and given in the following table 2.

**Table 2** Age – wise distribution

S.NO	Age	No of respondents	Percentage
1	20-30 years old	22	45.8
2	31-40 years old	21	43.8
3	41-50 years old	3	6.3
4	above 50 years old	3	6.3
	<b>Total</b>	<b>49</b>	<b>100</b>

Source: Primary Data

Table 2 shows that 22 (45.8 %) respondents were between 20-30 years age group, 21 (43.8%) respondents were between 31-40 years age group, 3 (6.3%) respondents were between 41- 50 years age group, 3 (6.3%) respondents were above 50 years old. The majority of the users 22 (45.8%) belonging to the age group of 20- 30 years age group.

### Member of Social Networking Sites

The respondents were asked, are you a member of a Social Networking Sites? The data collected were scrutinized and given in the following table 3.

**Table 3** Are you a member of a Social Networking Sites?

S.NO		No of respondents	Percentage
1	Yes	41	83.7
2	No	8	16.3
	<b>Total</b>	<b>49</b>	<b>100</b>

Source: Primary Data

Table 3 shows 41 (83.7%) respondents were using the social networking sites. 8 (16.3%) respondents not yet used the social networking sites. Most of the respondents 41 (83.7%) are using the social networking sites.

### Usage and Frequency use of Social Networking Sites:

The respondents were asked to indicate the social networking sites and frequency of use. The data collected were scrutinized and given in the following table 4.

**Table 4** Usage and Frequency use of Social Networking Sites

S.No	Social Networking Sites	Respondents	Percentage	Frequency of Using and Percentage				
				Daily	Weekly	Monthly	Occasionally	Never
1	Facebook	44	89.7	26 (56.5%)	7 (15.2%)	6 (13%)	5 (10.9%)	2 (4.3%)
2	Twitter	14	28.5	1 (2.9%)	5 (14.3 %)	3 (8.6%)	5 (14.3 %)	21 (60%)
3	Google Plus	41	83.6	20 (42.6%)	15 (31.9%)	2 (4.3 %)	4 (8.5%)	6 (12.8 %)
4	YouTube	43	87.7	13 (30.2 %)	9 (20.9 %)	8 (18.6%)	7 (16.3%)	6 (14 %)
5	Research Gate	41	83.6	11 (26.8%)	10 (24.4 %)	4 (9.8%)	7 (17.1%)	9 (12 %)
6	Flickr	38	77.5	6 (15.8%)	3 (7.9%)	3 (7.9%)	7 (18.4%)	19 (50%)
7	MySpace	38	77.5	2 (5.3%)	3 (7.9%)	3 (7.9%)	4 (10.5%)	26(68.4 %)
	<b>Total</b>	<b>49</b>	<b>100</b>					

Source: Primary Data

Table 4 shows that the 44 (89.7%) respondents were using the Facebook and 26 (56.6%) respondents were using the Facebook daily manner. 14 (28.5%) respondents were using Twitter and 21 (60%) respondents were not using the Twitter. 43 (87.7%)

respondents were using the YouTube and 13 (30.2%) respondents were using the YouTube daily manner. 41 (83.6%) respondents were using the Research Gate and 11 (26.8%) respondents were using the research gate site daily manner. 38 (77.5 %) respondents were using the Flickr site and 19 (50%) respondents were not aware of Flickr. 38 (77.5 %) respondents were using the MySpace and 26 (68.4%) respondents were not aware of MySpace.

### Purpose of using Social Networking Sites

The respondents were asked to indicate the purpose of using social networking sites. The data collected were scrutinized and given in the following table 5.

**Table 5** Purpose of using Social Networking Sites

S.NO	Purpose	No of respondents	Percentage
1	Instant message (Chat)	23	47.9
2	To meet new people	18	37.5
3	To find information	38	79.2
4	Sharing information	33	68.8
5	Participating in discussion	11	12.9
6	Sharing information regarding seminar/conferences	26	54.2
7	Any other	3	6.3
	<b>Total</b>	<b>49</b>	<b>100</b>

Source: Primary Data

The table 5 shows 23 (47.9%) respondents were using the social networking sites for purpose of instant messaging (Chatting). 18 (37.5%) respondents were using the social networking sites to meet new people. 38 (79.2%) respondents were using to find information from the social networking sites. 33 (68.8%) respondents were using the social networking sites to sharing information. 11 (12.9%) respondents were using the social networking sites to participating discussions. 26 (54.2%) respondents were using the social networking sites to Sharing information regarding seminar/conferences. 3 (6.3%) respondents were using the social networking sites any other purpose. The majority of 38 (79.2%) respondents were using to find information from the social networking sites.

### Social networking sites provide information to library professionals to promote themselves and their activities

The respondents were asked to these social networking sites provides information to library professionals to promote themselves and their activities? The data collected were scrutinized and given in the following table 6.

**Table 6** Are these social networking sites provides information to library professionals to promote themselves and their activities?

S.NO	Are these social networking sites provides information to library professionals to promote themselves and their activities?	No of respondents	Percentage
1	Yes	44	89.8
2	No	5	10.2
	<b>Total</b>	<b>49</b>	<b>100</b>

Source: Primary Data

Table 6 shows that 44 (89.8%) respondents was agree with these social networking sites provides information to library professionals to promote themselves and their activities. 5 (10.2%) respondents were are disagree with these social networking sites provides information to library professionals to promote themselves and their activities.

### Major findings of this study

1. In the above conducted study it was observed that majority of the respondents are aware of the SNSs and have account on them.
2. The study found that 37 (75.5%) were male and 12 respondents (24.5%) were female.

3. The study found that the majority of the users, 22 (45.8%) belonging to the age group of 20- 30 years age group.
4. The Facebook was the most popular SNSs used by all categories 44 (89.7%) of respondents and 26 (56.6) respondents were using the Facebook daily.
5. The YouTube found that the most popular followed by Facebook and 43 (87.7%) respondents were using the YouTube daily.
6. 38 (79.2%) respondents were using to find information from the social networking sites.
7. 33 (68.8%) respondents were using the social networking sites to sharing information.
8. 44 (89.8%) respondents was agree with these social networking sites provides information to library professionals to promote themselves and their activities
9. The main purpose of using SNSs was found that the respondents that sharing videos, pictures, instant message and finding information's.

#### 4. CONCLUSION

The present study was focus on the use of Social Networking Sites by the selected library and information science professionals in Puducherry region. In the above conducted study it was observed that majority of the respondents are aware of the SNSs and have account on them. The results demonstrate that Face book and Twitter are mostly use by library professionals. The Facebook was the most popular SNSs used by LIS professionals. 44 (89.7%) respondents were using the Facebook and 26 (56.6) respondents were using the Facebook daily manner. 44 (89.8%) respondents was agree with these social networking sites provides information to library professionals to promote themselves and their activities. SNSs provide the various ways to the LIS professionals to interact with each other.

#### Conflicts of Interest

None

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